



Melbourne French Theatre Inc.

In French with English Surtitles



A fresh approach
and new
opportunity for
targeted
demographic and
French promotion

SPONSORSHIP OPPORTUNITIES

2017

Michael Bula
Executive Director &
Producer

SPONSORS PACK 2017

Melbourne FrenchTheatre Inc.
Sponsorships Department

Princes Hill Gallery
213 Canning Street
CARLTON VIC 3053

(03) 9349 2250
www.mftinc.org

Sponsorship Categories



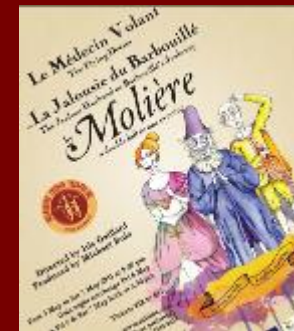
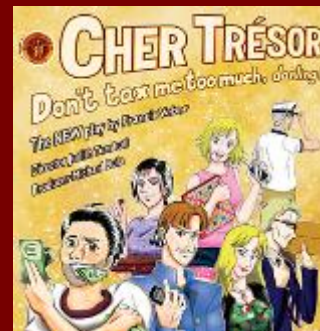
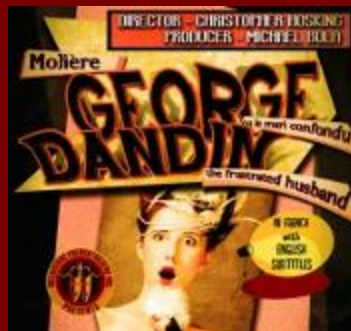
We have a range of sponsorship options to suit every business and budget, each with relevant publicity and exposure options. All donations are TAX DEDUCTIBLE and come with FREE tickets* and apply to a 12 month cycle.

Package Category	Cost	Exposure and Benefits
BRONZE Package:	\$220	Logo in Programme ♦ Item of value for Raffle ♦ 2 free tickets
GOLD Package:	\$440	Logo in Programme ♦ Logo + Link on Website ♦ Logo in E-Bulletins ♦ 2 free tickets
PLATINUM Package:	\$660	Logo in Programme ♦ Logo + Link on Website Logo in E-Bulletins ♦ Slide advertisement during performances ♦ 2 free tickets
MAJOR sponsorship	\$2200	Advertisement in Programme ♦ Slide advertisement during performances Logo + Link on Website ♦ Logo in E-Bulletins ♦ Logo on Poster Corporate Display in Theatre Foyer ♦ Distribution of Promotional Material Generous Free Ticket Quota

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Sponsorship Category Details continued



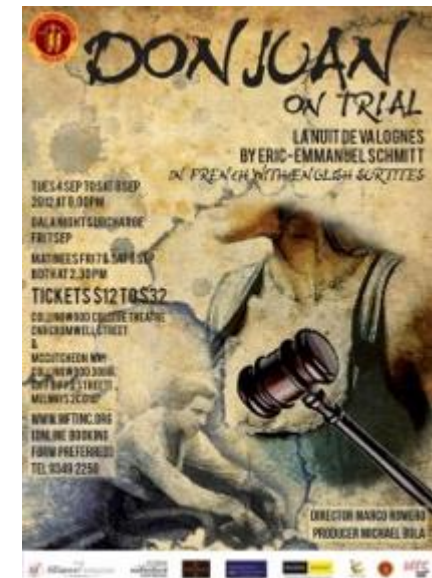
Do you know about MFT's Corporate presentations ?

MFT can provide theatrical corporate presentations (promotions, advertisements, etc) for all your corporate needs such as conferences, seminars, product launches, with a unique French accent. Please inquire about our rates and proposals.

Thank you for your support, without which MFT could not exist.

Donation in kind

A donation can also be in kind (hire of goods and/or equipment or provision of product and/or services) and should be accompanied by a letter of value for the goods or services and also receive logo and link entitlements on our website and e-bulletins.




Melbourne French Theatre Inc September shows
203-205 Canning Street, CARLTON - corner Neill Street [Melway Ref: Map 43 K2] grey-blue build-



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Programme Page Specifications



Specifications graphic files for logos + advertisements/slides - must be strictly followed please [no WORD files] thank you:

Full Colour

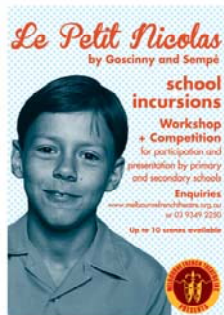
Illustrator File - Resolution 300 dpi OR

a **high resolution** JPG or PDF file

-Artwork to be emailed to

<<productions@mftinc.org>> Attention: Graphic Artist

-Artwork to be supplied by a date to be advised.



LUNES DE MIEL
 BY ERIC-EMMANUEL SCHMITT
 Based on *Private Lives* by Noël Coward

3 - 7 MAY 2016
 OPEN STAGE THEATRE

DIRECTOR ALEC GILBERT
 PRODUCER MICHAEL BULA

IN FRENCH
 with
 ENGLISH
 SURTITLES

TICKETS: \$13 TO \$32
 DATES & TIMES: 3,4 MAY 8 PM
 5, 6, 7 MAY 2.30PM & 8PM
 UNIVERSITY OF MELBOURNE
 757 SWANSTON ST
 MFTINC.ORG 03 9349 2250



Melbourne French Theatre Inc.
 Théâtre Français de Melbourne
 Founded Feb 01 1977

“Présentez toujours le devant au monde”.
 Always show your front to the world.
 MOLIÈRE, *L'Écureuil*.

“Dans ce monde, il faut être un peu trop bon pour l'être assez”.
 In this world, you have to be a little too good to be good enough.
 MARIVAUX, *Le feu de l'Amour et du Hasard*.

"All the World is a stage".
 Le monde est une scène.
 SHAKESPEARE.

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Melbourne French Theatre

MFT Demographics and Population



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Website

Approximately 1,500 to 4,000 average hits per day or 35,000 to 100,000 hits per month [source : Webalizer Version 2.01]

Emailout/bulletin

Sent to 6,500+ email address database!

From late January to November each year:

Frequency 1 to 4 e-bulletins in each of the above months

Recipients and Audiences — see **Demographics** →

Attendances and Ages

800 to 1,600 per season [2 to 3 per year] 8 to 90 years old

Statistics as at May 2017

40 years, 101 productions, more than - 53 different playwrights, sometimes represented in several of their works, 740 actors, 66 directors, 4,700 members of production teams and more than 68,500 [including some 24,900 school and university students and teachers/lecturers] spectators — that is MFT!

Shows/Events

Full play productions, Smaller plays including experimental, School incursions/tours, Rehearsed readings, Restaurant/Gourmet evenings with play readings, workshops etc, all in French or bilingual **with English surtitles by PowerPoint projection for full access to language and performances**

Demographics

- Cross-cultural - ethnic - Australian multi-language participants/stakeholders
- Middle Australia- educated professionals - middle to high income
- Small business to corporates
- Primary and secondary schools and universities teaching French
- High disposable income for interests below
- Interests - French culture, fine food, literature, music, theatre, restaurants, wine, fashion, travel, luxury items
- Australian, European and North American stakeholders
- individuals, schools, universities, corporate and government - local and foreign
- French-Australian Chamber of Commerce and other French organisation membership lists disposable income ratio middle to high; interests : holidays, fine foods & dining, luxury items

FOR HIRE MFT PREMISES



www.lamaisondemaitre.com.au

Multi-use fully renovated building available for hire for presentations, conferences, classes, arts performances, rehearsals, meetings, corporate functions and meals, gallery space, cocktail venue, wine tastings, cooking demonstrations, commercial kitchen, product launches and unlimited uses in the heart of Carlton



Season Dates, Venue and Statistics



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Season Dates 2017

4 to 6 May *La Comtesse Bis* by MOLIÈRE

7 to 16 September *Every trick in the book*
[*Le Système Ribadier*] by FEYDEAU

Venues respectively

Collingwood College Theatre

La Maison de Maître

Statistics

No. of productions : 101 [2017]

Foundation : 23 March 1977

Incorporated as a non-profit association : 19 November 1985

Placed under the official patronage of His Excellency the
French Ambassador to Australia : 1986

Placed on the Register of Cultural Organisations, Canberra : 1
July 1991

Association Agreement with the Department of French and Italian Studies, Uni-
versity of Melbourne : 1995

Memorandum of Understanding with the Australian Catholic University : 2005

12 Tours

International

New Caledonia : 3 Vanuatu : 1

National

Canberra : 4 Adelaide : 1

Regional Victoria : 3

Solicitors : Michael Bula Solicitors, International
Lawyers

Accountants : Banks Group

Registered Business Names :

Le Théâtre Français de Melbourne and
The French Theatre Company of Australia

